



AMERICAN NUMISMATIC ASSOCIATION

Chartered by Congress

National Coin Week
April 21-27, 1968

Clark A. Yowell
N.C.W. Chairman
P. O. Box 2366
Colorado Springs,
Colorado 80901

"HISTORY UNDER GLASS"

Fellow Numismatist:

Those of you who have participated in past National Coin Week activities are probably already under way in your plans for 1968. Those who have not, should give serious thought to doing your share now.

As you know, the purpose of National Coin Week is to let the public know more about our hobby and especially to tell them about the educational and recreational aspects that are so much a part of this pastime.

Clubs and individuals who participate in the NCW program do so by engaging in the pursuits outlined in the attached Activity Report. In the past, a lot of emphasis has been placed on the actual competition for awards presented by the American Numismatic Association for the most comprehensive activities and scrapbook report on the program. While this competition is very important, we feel that there is another aspect to NCW which is being overlooked.

Many clubs and individuals have a regular annual National Coin Week activity program which, although not of award winning dimensions, adds greatly to the overall effect of NCW. We want to be able to gauge the importance and dimensions of this "hidden asset" to our hobby and report our findings to the ANA leadership so that they may better realize the scope of National Coin Week. We feel we cannot present a total picture of National Coin Week without these activities.

We want to encourage clubs and individuals who have not previously participated in any way to come out and do a little for the hobby. In any endeavor, the worst thing that can happen is loss of momentum. If we do not keep our hobby vibrant and alive and carry it to the public, we will slowly drop from sight.

No matter where you are, no matter how limited your facilities for publicizing Coin Week are, please participate this year in the program and report your activities to the ANA on the attached form. If you need help or suggestions, do not hesitate to ask. We will do our best to aid your endeavor in any way we can.

"IT COSTS NOTHING BUT INTEREST AND GOOD WILL TO PARTICIPATE"

Sincerely,

Clark A. Yowell
CLARK A. YOWELL
Chairman, NCW

"It costs nothing but interest and good will to participate"

Order blank for NATIONAL COIN WEEK material, 1968

From _____ To: Clark A. Yowell
Address _____ P. O. Box 2366
City _____ State or Country _____ Zip _____
Colorado Springs, Colo. 80901

Please send instructions and supplies for the entry of _____
(club or individual name) in the amounts listed below:

- _____ Official Entry Report with Rules for National Coin Week
- _____ Guidelines for Completing Activity Report
- _____ Black and white exhibit cards for National Coin Week
- _____ Red and white exhibit cards for National Coin Week
- _____ Suggested proclamation for Governor or Mayor
- _____ Applications for Membership in the American Numismatic Association

All requests for supplies received before March 1, 1968 will be filled. Requests received after March 1st will be filled as long as time and the supply permit.

NORMAL MAILING OF THESE ITEMS IS THIRD CLASS MAIL. SUPPLIES WILL BE FIRST CLASS OR AIR MAILED ONLY IF YOU PAY THE POSTAGE (except APO and other countries).

ACTIVITY REPORT

NATIONAL COIN WEEK, April 21-27, 1968, sponsored by the American Numismatic Association

Name _____ ANA # _____ Classifications (check one)
 Address _____ () Class A clubs (100 or more) US*
 City _____ State _____ Zip _____ () Class B clubs (50 - 90) US*
 Country _____ () Class C clubs (49 or less) US*
 () Class D individual US*
 () Class J individual juniors (11-21)
 () Class X clubs not in the US*
 () Class Y individuals not in US*

Check one () Competitive () Non-competitive

* US* means the 50 states of the United States and Washington, D.C.

	Number of Activities	Minimum Points	Your Total
EXHIBITS:			
Number of public exhibit locations	_____	10 Each	_____
Number of exhibitors	_____	5 Each	_____
PUBLICITY - Newspapers and Magazines			
Number of articles printed	_____	5 Each	_____
Number of photographs printed	_____	5 Each	_____
Total number of column inches printed	_____	1 Each	_____
PUBLICITY - Radio Time			
Number of spot announcements	_____	5 Each	_____
Other programs	_____	5 Each	_____
Total number minutes spot and program time	_____	1 Each	_____
PUBLICITY - Television Time			
Number of spot announcements	_____	10 Each	_____
Other programs	_____	10 Each	_____
Total number minutes spot and program time	_____	2 Each	_____
NUMISMATIC TALKS			
Number of talks to numismatic groups	_____	2 Each	_____
Number of talks to non-numismatic groups	_____	10 Each	_____
Total number of minutes	_____	1 Each	_____
Total number in attendance	_____	1/5 persons	_____
MISCELLANEOUS NOTICES (list or show separately)			
Club bulletins or notices	_____	1 Each	_____
Posters (each different)	_____	2 Each	_____
Other (street banners, hand-outs, etc)	_____	Open	_____
PROCLAMATIONS			
Governor of your state	_____	25 Each	_____
County, city or town officials where you are located	_____	10 Each	_____
LETTERS			
Letters to U.S.A. Congressman	_____	5 Each	_____
Letters from U.S.A. Congressman	_____	3 Each	_____
MEMBERSHIP APPLICATIONS			
American Numismatic Association	_____	10 Each	_____
Your club, state, regional and international	_____	2 Each	_____
SPECIAL ACTIVITIES (list separately)			
Coin clinic, shows, workshops, educational forums, books to libraries, citations, ceremonies, etc.	_____	Open	_____
SPECIFIC ADDITIONAL POINTS to be awarded by Judges.			
Character of report (overall completeness of activities)			

RULES FOR NATIONAL COIN WEEK

1. Any numismatic club or association may participate in National Coin Week, but only members of the American Numismatic Association in good standing as of the date of their report, are eligible to win an award. Any individual who is a member of the ANA may enter Class D, J, or Y and compete on an individual basis. Credit will be given only for work done by that individual. Any activity undertaken by any club or individual may be entered in only one category or report.
2. A list of all club and individual entries that submit an official Activity Report with evidence of participation will be released for publication, and certificates of award will be issued. Include a list with your Activity Report of those members who qualify for certificates of award. You may also request certificates for any business institution, radio or TV station, newspaper or other individual to whom you would like to present a Certificate of Award and we will send them to you ready for presentation. These should be limited to those who rendered significant assistance in publicizing National Coin Week.
3. Juniors 11-21 may compete in Class D, J, or Y. Normally they will enter in Class J, but if they desire to enter in an adult category they may do so. However, only one category may be entered by any individual.
4. Awards: First, second and third place awards will be given in each class. These will be given at the 1968 ANA Convention in San Diego, California. Winning scrapbooks will be returned after judging except those winning scrapbooks held for display. These may be picked up at the convention after award presentation. In addition, honorable mention may be made for exceptional reports not otherwise recognized.

ALL activity reports and scrapbooks must be in the hands of the chairman, Clark A. Yowell, P. O. Box 2366, Colorado Springs, Colorado 80901, ON OR BEFORE May 25, 1968.

Judging will take place June 1, 1968.

Do you wish this scrapbook returned? _____ To Whom? _____

Address _____

Signature of Person Submitting Report

THE AMERICAN NUMISMATIC ASSOCIATION DOES NOT ASSUME LIABILITY FOR ANY EXHIBIT, EVENT OR REPORT CONNECTED WITH NATIONAL COIN WEEK!

GUIDELINES FOR COMPLETING ACTIVITY REPORT

NATIONAL COIN WEEK, APRIL 21-27, 1968

The "minimum points" established for activities listed on the Report Form are only guides for the judges. Additional points may be awarded by the judges at their discretion. Points awarded by the judges for "character of report" will be based not on the expense involved in the preparation of your book, but on the originality and amount of work that went into your Coin Week campaign. Special emphasis will be placed on neatness of the report and documentation, both photographic and written. Color photos will enhance the appearance of your book and may assist in its judging, but will not necessarily command more points than good quality black and white pictures.

Keep in mind that your report is supposed to be a reflection of what you or your club did to promote National Coin Week. Irrelevant information merely serves to clutter your report and detracts from its overall impression.

All NCW activities from January 1, 1968 through the date of your report should be included. This means, for example, that all new members recruited on or after January 1, 1968 would be counted, and that any publicity you obtain which appears in publications dated after December 31, 1967 would receive point credit.

If a report is to be non-competitive, it is not necessary that it be as fully documented as one which is in competition for awards. Some documentation, however, is required so that the judges are assured that certificates of participation have been earned.

The membership figure for the purpose of determining club classification (A, B, or C) should be computed as of the date of your report.

EXHIBITS:

Attempt to show in your photographs and documentation the prominence of the exhibit location and as complete as possible a view of the entire exhibit. Additional photos may be helpful to show exhibit content. Try to convey the size of the display in the photo by having a familiar object (such as a man, book, or a chair) included in the photograph.

PUBLICITY - Newspapers and Magazines:

A column inch is just what it implies, one inch of normal newspaper column. For instance, if a photograph takes three inches of column space down and is four columns wide, its total value would be twelve column inches. If a newspaper advertisement carries a cut on NCW for you, you may only count that area of the ad which definitely deals with NCW.

PUBLICITY - Radio and Television:

To document your report, request a letter from the radio station stating the number of spots, approximate length of each spot and the number of minutes of program time. Include, if possible, a written script of both spot announcements and programs. If a script is not practical, include a summary of the numismatic program content. Photographs of persons broadcasting or preparing to broadcast will enhance the character of your report.

NUMISMATIC TALKS:

Talks to numismatic groups receive two base points per talk; to non-numismatic groups ten base points per talk. Additionally, one point is awarded for each minute of program time and one point is given for each five persons in attendance (round off this figure to the next higher number of points; i.e., if 27 persons attended, credit would be given for 30, or a total of 6 points would be earned for attendance). Be sure to include either a script or a summary of the talk given, and a letter of verification from the host organization. If you used slides or an exhibit to enhance your talk, include this information in your report. Photos of exhibits will help.

SPECIAL ACTIVITIES:

Any activity which will not properly fit into one of the other categories listed on the report form should be itemized under this heading. You should attach a sheet to your report giving general information on the activity in question. The judges will then look in your scrapbook report for full documentation and photographs, and points will be awarded by them.

MISCELLANEOUS NOTICES:

Posters will receive more points if they are larger and if they were actually made by club members. Commercially made posters will receive credit, but the accent should be on getting your club members to participate. If posters are too large to include samples in the book, include photographs and/or descriptions being sure to advise the approximate size of each poster. Each mailing or printing of a club bulletin, notice or hand-out will receive the minimum points plus additional points by the judges based on the number disseminated.

PROCLAMATIONS:

Full points will be awarded for proclamations if a reasonable attempt was made to procure them. It is not necessary that this attempt be successful. The important thing to remember here is that if you do get a proclamation, it can be used to garner additional publicity.

LETTERS:

Letters to U.S.A. Congressmen and their replies will be scored as indicated. A bill is awaiting a presidential signature. Your letter should request that congressmen give any aid possible toward getting this signature.

MEMBERSHIP APPLICATIONS:

Include the name of the organization for which application was received and the number who applied.

DO NOT include names and addresses of individual club members, especially exhibitors, in your exhibits or in your scrapbook without specific instructions from them to do so. Such information publicly displayed has occasionally resulted in member dissatisfaction. You must, however, furnish a list of the participating members to the co-chairmen with your Activity Report in order that Certificates of Award may be prepared and forwarded.

REMEMBER, THERE IS NO LIMIT TO THE TOTAL AMOUNT OF POINTS YOU MAY ACCUMULATE!

SUGGESTIONS FOR PROCLAMATIONS FOR NATIONAL COIN WEEK

WHEREAS, The American Numismatic Association will observe National Coin Week April 21-27, 1968, and

WHEREAS, During this set aside period, member clubs of the American Numismatic Association and individual members of this association including the _____ Coin Club will compete for awards by exhibits in stores, libraries, banks and public buildings, and other activities, and

WHEREAS, It has been requested by the _____ Coin Club that the week of April 21-27, 1968 be designated as NATIONAL COIN WEEK throughout the State of _____, and it is deemed fitting and proper that this request be fulfilled:

NOW, THEREFORE, I, _____, Governor of the State of _____, do hereby proclaim the week of April 21-27, 1968 as NATIONAL COIN WEEK in the State of _____, and request the appropriate observance of the occasion.

OFFICIAL PROCLAMATION BY _____

GOVERNOR OF THE STATE OF _____

Coins and currency form a universal part of the lives of all people. The American Numismatic Association, a non-profit organization founded in 1891 and chartered by a special Act of Congress of 1912, is observing the week of April 21-27, 1968 as NATIONAL COIN WEEK.

The members of this and kindred associations encourage and promote educational and fraternal relations and foster the interest of young and old in a subject that is entertaining and instructive as well as valuable in encouraging thrift.

Therefore, I, as Governor of _____, do hereby designate the period of April 21-27, 1968 as

NATIONAL COIN WEEK

in the State of _____ and urge all citizens to visit the exhibits sponsored by the American Numismatic Association and other groups.

In official recognition whereof, I hereby affix my signature this _____ day of _____, 19____.

Governor of the State of _____

GUIDELINES FOR COMPLETING ACTIVITY REPORT

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Governor of the State of _____